

ABSTRACT OF THE DISCLOSURE

A label has a face sheet and below the face sheet a layer of cold flow adhesive. The margin of the face sheet lies outwardly beyond the margin of the cold flow adhesive, thus creating a peripheral region that is initially devoid of cold flow adhesive. Preferably, an undersurface of the face sheet has on it a firm adhesive, to one broad surface of which a polymer film is adhered, the cold flow adhesive being adhered to the other broad surface of the film. The web is formed by applying a strip of transfer adhesive to a release agent on the extended liner, die cutting the adhesive strip to form adhesive patches and an adhesive matrix surrounding the patches; removing the matrix from the liner, then applying an outer strip over the adhesive patches, with the outer strip being formed of the material for the face sheets, die cutting the outer strip around, but outwardly from, the peripheries of the patches to form face sheets and another matrix. The face sheets are ultimately printed.